

## ORDER



**Orders**  
**Order / Rev:** 47256  
**Alt Order #:** 9782761 /Brad  
**Product Desc:** P-USA ACTION  
**Estimate:** 1519  
**Flight Dates:** 08/07/12 - 08/13/12  
**Original Date / Rev:** 08/06/12 / 08/08/12  
**Order Type:** GENERAL

**WHP-TV CBS21**

**Primary AE:** Millennium Washington DC  
**Sales Office:** MNAT  
**Sales Region:** National

**Agency**  
**Name:** Mundy Katowitz Media  
**Buying Contact:**  
**Billing Contact:**  
 1322 G Street, SE  
 Washington, DC 20003

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** Priorities USA Action  
**Demographic:** A35+  
**Product Codes:** Issues/Propositions  
**Priority:** P-1  
**Revenue Codes:** AGY, POL-ISS, GEN

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/13/12	44	\$9,335.00	\$7,934.75

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	44	\$9,335.00	\$7,934.75	0.00
<b>Totals</b>	<b>44</b>	<b>\$9,335.00</b>	<b>\$7,934.75</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Millennium Washington DC			Start Of Order - End Of Order	100%

**Order Share**

	Share	Total
WHP-TV CBS21	22%	\$9,335.00
Market	100%	\$42,431.82

**Competitive Share**

	Share	Total
EHP	1%	\$424.32
UNKWN	0%	\$0.00
WGAL	39%	\$16,548.41
WHTM	31%	\$13,153.86
WLYH	3%	\$1,272.95
WPMT	4%	\$1,697.27

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WHP	08/07/12	08/13/12	M-F 530p-6p News CBS 21 News at 530p	CM	530p-6p	MTWTF--	:30	5	\$200.00	P-1	0.00	NM	5	\$1,000.00
N 2	WHP	08/07/12	08/13/12	M-F 11a-12p M-F 11a-12p	CM	11a-12p	MTWTF--	:30	5	\$275.00	P-1	0.00	NM	6	\$1,375.00

Order / Rev: 47256  
Alt Order #: 9782761 /Brad  
Flight Dates: 08/07/12 - 08/13/12

Advertiser: Priorities USA Action  
Product Desc: P-USA ACTION  
Estimate: 1519

WHP-TV CBS21

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 2	WHP	08/07/12	08/13/12	M-F 11a-12p M-F 11a-12p	CM	11a-12p	MTWTF--	:30	5	\$275.00	P-1	0.00	NM	6	\$1,375.00
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>		<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
4	WHP	08/07/12-08/13/12	M-F 11a-12p See MG 2.6,2.7 [No Avail]	11a-12p		MTWThF----		:30		<del>(\$275.00)</del>		0.00	NM		
6	WHP	08/11/12-08/12/12	Sa-Su 11p-1130p News Ⓜ MG for 2.4 08/10 [MG within Flight]			-----SaSu		:30		\$175.00		0.00	NM		
7	WHP	08/13/12-08/13/12	CBS This Morning Ⓜ MG for 2.4 08/10 [MG within Flight]			M-----		:30		\$100.00		0.00	NM		
N 3	WHP	08/07/12	08/13/12	M-F 11p-1135p News CBS 21 News at 11p	CM	11p-1135p	MTWTF--	:30	5	\$300.00	P-1	0.00	NM	5	\$1,500.00
N 4	WHP	08/07/12	08/13/12	Sa 7p-730p Sa 7p-730p	CM	7p-730p	-----S-	:30	1	\$250.00	P-1	0.00	NM	1	\$250.00
N 5	WHP	08/07/12	08/13/12	Sa 730p-8p Sa 730p-8p	CM	730p-8p	-----S-	:30	1	\$250.00	P-1	0.00	NM	1	\$250.00
N 6	WHP	08/07/12	08/13/12	Su 1130p-1230a Su 1130p-1230a	CM	1130p-1230a	-----S	:30	1	\$60.00	P-1	0.00	NM	1	\$60.00
N 7	WHP	08/07/12	08/13/12	Letterman Letterman	CM	1135p-1235a	MTWTF--	:30	5	\$125.00	P-1	0.00	NM	5	\$625.00
N 8	WHP	08/08/12	08/13/12	M-F 1230p-2p Soap Rotator	CM	1230p-2p	M-WTF--	:30	5	\$175.00	P-1	0.00	NM	5	\$875.00
N 9	WHP	08/07/12	08/13/12	M-F 5p-530p News CBS 21 News at 5p	CM	5p-530p	MTWTF--	:30	5	\$200.00	P-1	0.00	NM	5	\$1,000.00
N 10	WHP	08/08/12	08/13/12	M-F 4p-5p M-F 4p-5p	CM	4p-5p	M-WTF--	:30	3	\$225.00	P-1	0.00	NM	3	\$675.00
N 11	WHP	08/07/12	08/13/12	M-F 6p-630p News CBS 21 News at 6p	CM	6p-630p	MTWTF--	:30	5	\$250.00	P-1	0.00	NM	5	\$1,250.00
N 12	WHP	08/07/12	08/13/12	CBS Sun Morning CBS Sun Morning	CM	9a-1030a	-----S	:30	1	\$300.00	P-1	0.00	NM	1	\$300.00
N 13	WHP	08/07/12	08/13/12	Su 11p-1130p News CBS 21 News at 11p	CM	11p-1130p	-----S	:30	1	\$175.00	P-1	0.00	NM	1	\$175.00
													Totals	44	\$9,335.00